

A WEBPAGE DEVELOPMENT OF ECOTOURISM DESTINATIONS IN A PHILIPPINE PROVINCE

(PENGEMBANGAN HALAMAN WEB DESTINASI EKOWISATA PADA PROVINSI DI FILIPINA)

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Abstract

The study aimed to create a website on the interesting places that travelers want to visit for leisure, business, and other related purposes within the province of Southern Luzon, Philippines. This contains gathered information on developing a webpage of ecotourism destinations in the province. This practical study was designed for ecotourists so they will have easy access to reading, locating, and experiencing the Quezon Province. This provides the necessary information that travelers and even students need in visiting a tourist destination which is considered the product information of each particular destination. This research employed analysis of the available data from the government offices, academic institutions, professional blogs, and responses gathered from online surveys participated by tourism students, travelers, residents, tourism office personnel, and local government officials to perform the profiling, designing, and developing the framework of this research and development study. As a result, the researchers developed a webpage as an output of this study. The appropriate design was based on the areas of usability, speed, aesthetics, contents, contact information, maintenance availability, and mobile-friendly features which are highly considered in this research project.

Keywords: ecotourists, ecotourism destination, research and development, travel, webpage

Abstrak

Studi ini bertujuan untuk membuat situs web tentang tempat-tempat menarik yang ingin dikunjungi wisatawan untuk liburan, bisnis, dan tujuan terkait lainnya di provinsi Luzon Selatan, Filipina. Ini berisi informasi yang dikumpulkan tentang pengembangan halaman web tujuan ekowisata di provinsi tersebut. Studi praktis ini dirancang untuk ekowisata sehingga mereka akan memiliki akses mudah untuk membaca, menemukan, dan mengalami Provinsi Quezon. Hal ini memberikan informasi yang dibutuhkan oleh wisatawan bahkan pelajar dalam mengunjungi suatu destinasi wisata yang dianggap sebagai produk informasi dari masing-masing destinasi tertentu. Penelitian ini menggunakan analisis data yang tersedia dari kantor pemerintah, lembaga akademik, blog profesional, dan tanggapan yang dikumpulkan dari survei online yang diikuti oleh mahasiswa pariwisata, pelancong, penduduk, personel dinas pariwisata, dan pejabat pemerintah daerah untuk melakukan profiling, perancangan, dan mengembangkan kerangka studi penelitian dan pengembangan ini. Akibatnya, para peneliti mengembangkan halaman web sebagai output dari penelitian ini. Desain yang tepat didasarkan pada bidang kegunaan, kecepatan, estetika, konten, informasi kontak, ketersediaan pemeliharaan, dan fitur ramah seluler yang sangat dipertimbangkan dalam proyek penelitian ini.

Kata Kunci: ekowisata, tujuan ekowisata, penelitian dan pengembangan, perjalanan, halaman web.

INTRODUCTION

Ecotourism is about uniting conservation, communities, and sustainable travel. It also provides effective economic incentives for conserving and enhancing bio-cultural diversity and helps protect the natural and cultural heritage of our beautiful planet. It has an emphasis on enriching personal experiences and environmental awareness through interpretation and promotes greater understanding and appreciation for nature, local society, and culture. According to the International Ecotourism Society (2015), ecotourism is now defined as “responsible travel to natural areas that conserves the environment, sustains the well-being of the local people, and involves interpretation and education”.

The Philippines, as a country called the “Pearl of the Orient Sea,” is also known for beautiful sceneries and breathtaking coastal spots. Anywhere around the archipelago is unforgettable experience for anyone who has visited the land. But still, many of the side trips to great beaches are not yet discovered. One of these is a place more affordable, more peaceful, and less crowded, but surely worth the time and money. Perhaps, a treasured experience of a lifetime at the most affordable price, yet, an extraordinary destination one could imagine in the southmost part of Quezon province (Almario, 2014). Quezon province has been conferred the Department of Tourism (DOT) CALABARZON region's "Tourist Destination of the Year" award during Monday's CALABARZON Tourism Summit 2017 at the Bellevue Manila in Alabang, Muntinlupa City. During the conferment rite, the DOT CALABARZON award-giving body cited Quezon province for achieving 6.3 million same-day tourist arrivals during the Niyogyugan” Festival staged last August 2016.

The province of Quezon is known for virgin mountains, historical churches, lambanog, coconut productions, and colorful festivals. Some of them are well-known by tourists like Mt. Banahaw, Kamay ni Hesus, and Pahiyas Festival. However, not known by many, Quezon province also offers different kinds of beaches that are untouched, undeveloped, and unexploited, just waiting to be discovered (Cornejo, Labasan, Soliven, Barcenias, 2016).

Quezon Province is one of the most visited provinces in the country. It is needed for every traveler to have a set of information about the place they are planning to visit, about to visit, and visiting the place. Ecotourism is one of the Quezon’s pride. It has a lot of ecotourism sites to offer and is indeed a potential destination. All we need are facts that will serve as a guide to use and make ourselves part of the destination. One of these can be an online fact book. Hence, it is a book of information about a place, designed for the use of visitors or tourists (Oxford Dictionaries). It includes significant sources of information for tourists or travelers. It can be expected that online fact books can influence the traveler’s choice of a tourist site, as a variety of tourist attractions are present in the books. In this study, it can be anticipated that online guidebooks take to affect a tourist’s travel and experience.

Conversely, the developed webpage is also a practical tool used for getting by at the holiday destination and filling out the many hours of free time, which makes it a necessary travel companion with the use of smartphones on many holidays.

The purpose of the study is to collect information on how to plan, design, and develop a webpage of Ecotourism Destinations in Quezon Province. Specifically, researchers sought answers to the following questions:

1. What are the demographic characteristics of respondents?
2. What is the profile of the ecotourism destinations in Quezon Province that may be featured on the webpage in terms of visitor information?
3. What appropriate webpage design may be catered to feature ecotourism destinations in terms of usability, speed, aesthetics, content, contact info, website maintenance and mobile-friendly?

One of the single important things a tourist can do as a responsible traveler is to make choices before, during, and after his ecotourism trip. Planning is the first step that a traveler does. They choose a quality trip while making

a difference to the ecotourism destination they visit and the community it covers. In selecting ecotourism destinations, accommodation, and food facilities, they may consider which one works to protect the environment and benefit the local cultures and communities. This study is for the benefit of the *ecotourists* who have advocacy for protecting nature, dealing with the preservation and conservation of natural resources, and helping the community to sustain the environment; the *host community* where they must be more aware of their destination offering and taking good care of their habitat; *eco-researchers and students*, to pursue their research and have an in-depth analysis of various ecotourism destinations in Quezon Province. This will give more pride and substance to the province by identifying more ecotourism destinations that will not just attract visitors but also educate them about ecotourism, its significance, and its benefits to the travelers, community, province, region, and the country; For the *Local Government Unit* (LGU), Non-government Organizations (NGO), and other tourism-related offices to have a proper and strict implementation of environmental laws, ecotourism policies, and rules and regulations that should be done to sustain the environment and continue to promote environmental concern and ecotourism.

Literature Review

Fact books are used to help people decide on the destinations to see and visit. They will also help people fix their travel ahead of time. Contributing information is one of the things to do to come up with a good and reliable guidebook. Now, with a website, it provides a place for consumers to see what your brand is about and learn more about tourism products and services, any time of the day or night. Any guide is a thousand times better than no guide at all. Materials are so important in the development of travel and tourism. In line with MacCannell (1999), the tourist fact book is seen as the reproduction of the tourism sight by a given guidebook publisher.

Tourism is a collection of activities, services and industries that delivers a travel experience, including transportation, accommodation, eating and drinking establishments, retail shops, entertainment business, activity facilities and other hospitality services provided for individuals or groups traveling away from home (3G learning, 2016). Whilst, ecotourism, according to the definition of The International Ecotourism Society means “responsible travel to natural areas that conserves the environment, sustains the well-being of the local people, and involves interpretation and education”. Ecotourism is often seen as a kind of sustainable tourism, and the difference between nature-based tourism and ecotourism is the element of conservation and education. What makes it unique is the learning experience tourists get to acquire after the tour. Sustainable development, on the other hand, is development that meets the needs of the present without compromising the ability of the future generations to meet their own needs (Brundtland Commission) (Palafox, 2017).

Natural attractions are countless natural attractions in the Philippines, but the most popular, and most plentiful, are the beaches that line the islands of the archipelago. There are numerous natural tourism attractions spread over the entire archipelago of the Philippines. People travel for many other reasons beside leisure and self-improvement (Libosada, 2011).

However, as the demand for Ecotourism has increased, the inclusion of the educational elements has become increasingly important. Ecotourism also known as sustainable tourism should be consistent with the principles of sustainable development which integrates the environmental, social, and economic aspects of development. Taken together, these principles provide the fundamental tools which tourism and park managers can use to assess not only the tangible and intangible values of tourist destinations, but also tourist behavior and experience as well as the nature it features of tourism products to be developed in the future (Sinha, C. 2012). According to Suksem (2012), ecotourism is an environmentally responsible travel to natural areas that conserves ecological

system, natural resources and environment with great appreciation of natural habitat. Additionally, its aim is to educate the traveler, directly benefit for and the well-being of local people. Ecotourism typically involves travel to destination where flora, fauna and cultural heritage are the primary attraction (Suksem, 2012).

Also, Zenaida L. Cruz (2013) stated that tourist attractions are made of components of the tourism industry that function as many motivators for travel without attractions that draw tourist to destinations, there will be little need for other tourist services such as transportation, lodging, food distribution and others. The traveler interested in creative tourism will be appealed by the right destination promotion that offers a lot of responsibilities or creative travel. They will choose a destination because of its overall appeal and the possibility to participate in the existing experiences of creative tourism. In this sense, the destination approach should be focused on the local ambiance and uniqueness of this destination or city (Thomas Wash, 2011).

As Mugdha Dalal (2021) stated that the website can be used as a perfect platform to reach your customers with important information. If during a certain period, the travel agency is not taking any tour, then through their website they can convey these details to the customers to keep them always informed. Travel website can have traveler's testimonials on it. Old travelers can share their traveling experience and mark their reviews on the website which helps future customers form a perfect decision. Availability of search options is a very important parameter on the website.

METHODS

Developmental research, as opposed to simple instructional development, has been defined as the systematic study of designing, developing, and evaluating instructional programs, processes, and products that must meet criteria of internal consistency and effectiveness. This is particularly important in the field of instructional technology. To achieve the research and development framework which includes profiling, designing, and developing, a mixed method of qualitative and quantitative was used with the aid of

interview protocol to key informants and a survey questionnaire in google form for volunteered participants. The survey instrument and the interview protocol include questions that answered the objectives of profiling tourist destinations in Quezon province as well as the preferred features of designing and developing a webpage. This helped the researchers in developing a travel and online guidebook as well as in promoting ecotourism destinations in Quezon Province. The findings of this study were referred to the invited IT experts who helped in designing the webpage.

The respondents of the study are the local government unit officials, municipality and provincial tourism offices, CENRO/PENRO, and travel agencies that offer the destinations to their tourists, residents, and students. It also includes tourists and travelers who visited Quezon tourism attractions. The respondents voluntarily answered the online survey in google forms sent to their emails, messenger, and group page. They also volunteered to participate in the online interview done via chat and video calls. The information gathered from the survey was submitted to IT experts in designing the appropriate webpage.

With the researchers' initiative to find out the various information about the ecotourism destinations, tourists, and other related travel requirements as a basis for developing a travel webpage to promote ecotourism destinations in the Province of Quezon, purposive sampling was initiated in this study. The researchers purposively select those who are directly involved in the ecotourism sites in Quezon Province. Participation is voluntary and respondents could withdraw participation at any time ethical practices were highly observed and that data privacy was ensured in this study.

Fifty-six respondents were surveyed in this study using google forms. Developed research instruments were uploaded for easy access, especially in this Covid-19 pandemic. The instruments were sent to the respondents' email addresses, personal Facebook messenger, and group pages. Due to the pandemic, key informants were limited to 5 who came from the travel agency, university, provincial tourism office, local government members, and students. For the development of

the webpage, IT experts and website developers were asked and consulted on the specific areas that need to be given attention aside from the information gathered from the survey which includes the design and layout of the webpage and publishing the website to a free domain.

Meanwhile, this study covered only the profile of the respondents who voluntarily participated in the study and who declared an interest in traveling and knowledge of ecotourism destinations in the province. It also covered the responses appropriate for designing a webpage that is useful in searching for places to visit using cellphones, tablets, and laptops. Other information used in profiling and designing were limited to the available data from the tourism offices, and professional blogs featuring the province. A sample webpage design is the output of this study and not a full-blown website due to the pandemic where all establishment was forced to shut down, and all forms of transportation except for essential use were stopped which this study was also affected to reach the third step. Thus, the result of the study, sample design of a webpage may be recommended in the future research.

RESULTS AND DISCUSSION

Findings

1. Demographic Characteristics of Respondents

Result reveals the demographic profile of the respondents who participated voluntarily in this study and dominantly, respondents were female, single, 20 years and below in age, and current students. It was followed by the male, married and 21-30 years old working in LGU, some are tourism personnel while others are residents. Among the 56 respondents who participated voluntarily, there is a significant interest in travel shown by tourism students garnering 69.6% of the total percentage. From (2016) explained that millennials are a generation that is completely redefining what adventure means and looking at the world from a more global perspective. Born from 1981-1999, millennials agree that traveling and seeing the world is an intricate part of their lives choosing to splurge on experiences over things.

Mostly visited Tourism Destinations in Quezon Province as perceived by the Tourist and Traveler respondents

Study result discloses the different tourism destinations mostly visited in Quezon province. Since the Philippines is blessed with natural attractions, we can note that majority of the places visited by travelers are in a natural state; they are not man-made. Even if they are man-made, it still coincides with nature. These God-made attractions are abundant in Quezon Province. These destinations are in the four districts of the province. However, most of them are situated in the first district of Quezon where the famous Kamay ni Hesus in Lucban, Quezon is erected with 34.78%. Followed by the infamous island in Mauban, Cagbalete at 15.21%. The third most visited destinations are situated in districts 2 and 4 which are Villa Escudero in Tiaong Quezon; and the Quezon National Park, Pinagbanderahan, and Bantakay Falls in Atimonan with 10.86% equally. Lastly, travelers have also shown interest in visiting some municipalities in district 3 wherein the newly discovered Alibijaban Island in San Andres, Quezon is located.

Area of Residence and Workplace of Non-student Respondents

Study shows the areas of residence and workplace of non-student respondents. The respondents were from the local government unit, tourism offices, travel agencies, and residents have great knowledge of the ecotourism destinations of the province. The majority came from district 2 where most offices and travel agencies participated in the study are located.

2. Profile and Features of Ecotourism Destinations in Quezon Province

A. Where to Go (Tourist Destination)

According to Daniel Maches (2020), a professional travel blogger in the Philippines, Quezon Province is now a premium ecotourism site in the Philippines. Although it is very much accessible from Metro Manila, much of the province's vast and varied landscapes remain unexplored. These are home to fascinating

ecological wonders that will make up for a lifelong thrill and adventure. Sure, there are well-documented tourism destinations in Quezon. But in its remote areas, one can find countless beaches, waterfalls, caves, and thriving forest ecosystems. Maches (2020) continued that all these warrant the need for protection and sustainable management. Thus, eco-tourism is helping do just that. Among this list includes Mount Banahaw; Balagbag Falls; NokNok Falls; Polillio group of Islands; Borawan beach; Quezon National Park; Mount Mirador; Salibungot Beach; Pinlac Falls; Kanaway Beach; Dampalitan Island; Agos River; Cagbalete Island, Alitap Falls; Dahoyhoy Falls; Balesin island; Kamay ni Hesus Shrine; Villa Escudero; Minor basilica of St Michael de Arcangel, and Putting Buhangin (Kwebang Lampas).

Another engine has been reviewed using the content analysis method, Trip Advisor. Tripadvisor identified the top 10 tourist spots in Quezon province based on travelers' favorites and the results coincide with Maches on his blog. Top tourist spots include Kamay ni Hesus, Ugo Bigyan Pottery, Villa Escudero, Cagbalete Island, Sunshine Farm Philippines, Rizal Hill, Lucena Cathedral, Kamay ni Hesus Shrine, Perez Park, and Quezon National Forest Park.

B. Types of Transportation Available

The types of transportation available in the province on the top is the private vehicle with 75%, followed by tricycle available in the area at 64.3% and third the availability of the public jeepney on the major road with 62.5%. There is also an available van, bus, and boat where visitors could rent in moving from one area to another tourist site. Furthermore, vehicles such as vans (60.7%), buses (55.4%), and boats (30.4%), especially in destinations that need water transfer and island hopping, are also available for visitors to rent when moving from one place to another within and outside the ecotourism destinations.

C. Accommodation Facility

In terms of the accommodation facility, the most searched and preferred facilities are hotels and resort both with 75% responses.

Regardless of the star rating garnered by the establishment, the majority of travelers chose to stay in an accommodation facility they are familiar with. This is evident in the response hotels and resorts achieved in the survey. Furthermore, inns are also popular for budget-friendly travelers achieving 32.1%. Camps include glamping, which is also in trend today and came third place with 14.3%. Aside from pension house with 10.7%, respondents preferred to stay at a friend or relative's house at 1.8%.

D. Dining Facility

According to the Department of Tourism of the Philippines, aside from accommodation facilities, dining facilities also contribute at large to the holistic tourism experience of one traveler. When it comes to a dining facility, respondents revealed that they preferred to visit the available restaurant in the destination at 89.3%. Restaurants, either quick service, specialty, or casual dining, are the top priorities of travelers when they visit a particular ecotourism destination. It is followed by a coffee shop and cafeteria, whenever available at the destination, with an equal distribution of 44.6% while some preferred kiosk or stall at 41.1%.

E. Business and Other Attractions

Given the fact that our country is predominantly influenced by the teachings of the Roman Catholic church, this shows that majority have a church to visit at 71.4%. This show that aside from visiting the main attraction in the destination, travelers tend to pay respect to their Christian faith. Since Quezon Province is one of the provinces in the country that has a rich ecosystem, abundant natural attractions, beautiful coastal areas, and white sand beaches, the respondents chose beaches, waterfalls, rivers, and spring as the second spot with 67.9%. As a nation with so much enthusiasm for shopping and retail, the third spot is visiting shopping malls at 44.6%. A great number of responses were given to national and nature parks with 42.9% and mountains, volcanoes, and hills with 35.7% ranked as 4th and 5th respectively.

F. Do's and Don'ts (Visitor's Guidelines)

Before the pandemic, there were no specific guidelines for visitors have been established in the province, however, there are some local policies and ordinances which has been established in local areas which are anchored to the national tourism guidebook, DOT, and DTI as mentioned by one of the tourism officers in Lucban Quezon. In Dolores Quezon, only entry and climbing up to Mount Banahaw are restricted until now to anyone. A moratorium was enforced since the year 2004 as part of its eco-tourism management, especially for public trekking and climbing. With 50 hectares of grasslands leveled to the ground, Director Reynulfo Juan of DENR supported recommendations by Protected Area Superintendent Salud Pangan and the investigation team to hold trekkers/individuals illegally entering the protected area to determine culpability and file necessary charges. In 2009, the closure was again extended, and a moratorium until 2012 was further stretched to February 16, 2015. The board's decision was based on studies and findings done by the DENR-Ecosystems Research and Development Bureau (ERDB) after validating the biophysical characteristics and carrying capacity of the areas. DENR and Quezon's Mt. Banahaw protected landscape officials through the support and assistance of environmental groups are gearing up for stiffer controls on the movement of pilgrims and visitors at the onset of the Lenten Season.

Meanwhile during a pandemic, as reported in the Philippine Daily Inquirer (September 18, 2020), Quezon has reopened its doors to tourists amid the more relaxed quarantine measures now in place in the province to prevent the spread of the new coronavirus disease (COVID-19). Tourist spots in the towns of Sariaya, Dolores, Tiaong, and Atimonan are welcoming locals and nonresidents, but health protocols will be observed to prevent the transmission of COVID-19, provincial tourism officer Alberto Bay said in a report last September 2020. The Sariaya coastline along Tayabas Bay has rows of beach resorts

and is a nesting site for marine turtles, while Dolores, at the foot of Mt. Banahaw, offers farm tourism areas and is perfect for nature lovers. Bay said the towns of General Nakar, Lucban, Mauban, Candelaria, San Andres, Calauag, and the island municipality of Quezon resumed tourism activities, too, but would accept only residents of the province. Bay said 54 establishments in different towns in the province, mostly restaurants, hotels, and resorts, had been given provisional certificates of authority to operate. Tourists, he said, should present their latest medical certificates and health clearances issued by concerned government agencies while outsiders would be required to show their travel passes. Bay said the elderly and those below 21 years old were still prohibited to travel for leisure, though they could be allowed to enter a tourist destination depending on guidelines issued by the local government concerned. Quezon is under the most lenient modified general community quarantine status until Sept. 30. San Andres and Atimonan offer waterfalls and beaches. Atimonan promotes the lush Quezon National Park, where the "Pinagbanderahan" summit, the site where guerrillas raised the Philippine flag during World War II, attracts history buffs (Mallari, 2020).

G. Platforms Used in Searching for an Ecotourism Destination in Quezon Province

Result reveals the platforms used in searching for an ecotourism destination in Quezon Province. Social media is the most used platform with 82.1% followed by a website at 51.8%. Some used printed materials such as brochures, flyers, and magazines at 19.6%, and the least used agent in searching destinations at 7.1%. This may imply that Filipinos are among the top users of any social media platform worldwide as we are surrounded by vast changes in technology and modernization. When asked if respondents conduct advance research on tourist destinations before the visit, 89.3% confirmed they do research first while the remaining 10.7% said no.

3. Webpage Design for Ecotourism Destination

Table 1 Usability

Usability Dimension	WM	VI
1. Overall usability should be easy and user-friendly.	4.839	Strongly Agree
2. The page must offer simple and clear navigation options for its users.	4.786	Strongly Agree
3. There should be clear and concise navigation that is consistent on all pages of the website.	4.714	Strongly Agree
4. The texts and graphics on the website must be readable and have good contrast to the background.	4.714	Strongly Agree
5. There should be no broken links and confusion on how the users use the website.	4.714	Strongly Agree
	4.754	Strongly Agree

Table 1 reveals the responses on how usability contributes to the development of a good webpage. The respondents strongly agree with general weighted mean of 4.754. Overall, usability should be easy and user-friendly, and the page must offer simple and clear navigation options for its users ranked as first and second highest responses.

In 2018, Witten mentioned the usability of a website which are effective, efficient, and satisfactory as examined by its visitors. Also, according to Nielsen, Web Usability Professional (2018) "on the web, usability is a necessary condition for survival. If a website is difficult to use, people leave. When the homepage fails to state what a company offers and what users can do on the site, people leave. If users get lost on a website, they leave. If a website's information is hard to read or doesn't answer users' key questions, they leave."

Table 2 Speed

Speed Dimension	WM	VI
1. The speed must optimize the performance of the site.	4.679	Strongly Agree
2. Overall speed is fast and should load quickly.	4.679	Strongly Agree
3. The reload time of the website is reasonable.	4.661	Strongly Agree

Speed Dimension	WM	VI
4. The speed of the page is not slow and should direct the user to its desired page immediately.	4.661	Strongly Agree
5. The site is fast enough to make the users happy while navigating each page. Thus, spending more time browsing the website.	4.643	Strongly Agree
	4.664	Strongly Agree

Table 2 states the importance of site speed. The respondents gave an average weighted mean of 4.664 which is strongly agree. Speed is clear for the user experience and should be an obvious priority for any website owner as nobody wants to wait long for a website to load. Respondents agreed that the speed must optimize the performance of the site and that overall speed is fast and should load quickly with both weighted means of 4.679.

According to the survey of resource techniques (2018) 40% of people will abandon a webpage if it takes more than three seconds to load; 47% of people expect a webpage to load within two seconds or less; 52% of people claim that quick webpage loads are important for their loyalty to a website; 24% of people will back up immediately and go to another website if your websites load speed is slow; 88% of people who are dissatisfied with their website visitors will go somewhere else next time, and one-second delay can cost you 7% in sales. Luke Stanley (2018), cited that website speed remains a big deal. It is one of Google's major ranking factors to determine your website ranking but it is also vital to keep your customers satisfied. The faster a page loads, the better it will be for your business.

Table 3 Aesthetics

Aesthetic Dimension	WM	VI
1. The color and appearance of the website should be pleasing to the eyes of its users.	4.732	Strongly Agree
2. The site must be visually stunning and easy to explore.	4.714	Strongly Agree

Aesthetic Dimension	WM	VI
3. The appearance does not confuse or frustrate the user.	4.679	Strongly Agree
4. Design of each page about the ecotourism site must be following the municipality where it is located.	4.661	Strongly Agree
5. The texts match the background of each page of the website.	4.607	Strongly Agree
	4.679	Strongly Agree

Table 3 shows the aesthetic dimension. As can be seen, respondents strongly agreed that aesthetics is important in designing a webpage. The color and appearance of the website should be pleasing to the eyes of its users with a 4.732 weighted mean. The site must be visually stunning and easy to explore at 4.714 ranked as second and the appearance does not confuse or frustrate the user at 4.679 at third. As stated by Jeff Martin of Epic.com, aesthetics is known as the set of principles guiding the work of an artist, including color, contrast, graphics, and layout. A website’s aesthetics can influence a brand's credibility and perception. Furthermore, the implementation of design principles affects the overall experience of a website and defines the quality of the web designer. A pleasant and smart design allows the user to have a positive experience.

Web aesthetics and usability play important roles in determining the success of the website. Finding the correct balance between the two subjects isn’t always an easy task due to their contrasting nature. Although websites might be delivered by machines, they are meant to be used by people. Therefore, people should be your priority at every phase of design and development (Martin, 2020).

Table 4 Content

Content Dimension	WM	VI
1. All, if not, the majority of information needed by the users is found on the website. (e.g. rates, rules, and regulations on travel requirements, dining, accommodation, and activities)	4.732	Strongly Agree

Content Dimension	WM	VI
2. There is a virtual presentation of the ecotourism sites/attractions.	4.714	Strongly Agree
3. Map of each ecotourism site must be available and downloadable.	4.661	Strongly Agree
4. An archive of all necessary documents about the site must be present.	4.589	Strongly Agree
5. Interactive learning and information must be present. (e.g. quiz, photos, and videos)	4.536	Strongly Agree
	4.646	Strongly Agree

Table 4 discloses the level of the agreeableness of respondents in terms of the content of the webpage. It can be gleaned with weighted mean of 4.646 that respondents are strongly agree. On top of the list, all if not, majority of information needed by the users is found on the website (e.g. rates, rules, and regulations, travel requirements, dining, accommodation, activities) at 4.732 the highest weighted mean. This shows that travelers want clear and complete information about the destinations they will visit. It is followed by there is a virtual presentation of the ecotourism sites/attractions with a 4.714 weighted mean. Some tourists expect to be familiar with the destination they will visit especially those who are coming from places far from where the attraction is located. Furthermore, there must be a presence of an archive about all necessary documents about the site, a map of each ecotourism site must be available and downloadable, and interactive learning and information must be present (e.g. quiz, photos, and videos) with 4.661, 4.589, and 4.536 respectively.

Content provides information and this information can be used to educate search engines about your website. You should always keep in mind how your website is portrayed to search engines and whether it accurately communicates your website’s purpose. Your purpose may be to provide information, sell something, or offer a service. You should always optimize your website in such a way that search engines know what it’s about. That way, search engines will know when to show your

website and its pages in the search results for relevant search queries. When users come to your site, they're most likely looking for something such as a product, service, or information. One of the ways to provide this information and details concerning products and services is through content. Providing users with the information that they're looking for clearly and easily can help keep users on your site and increase conversions (fullmedia.com).

Table 5 Contact Information

Contact Information Dimension	WM	VI
1. Contact details shall be visible.	4.875	Strongly Agree
2. Other contact details aside from telephone and cellular phone must be available such as Facebook page, email, and others.	4.857	Strongly Agree
3. Key persons managing the ecotourism site should be available. (e.g. name, designation, years active)	4.750	Strongly Agree
4. Directory of all travel agencies offering a tour within the ecotourism site.	4.714	Strongly Agree
5. Include frequently asked questions (FAQs) regarding the ecotourism site.	4.714	Strongly Agree
	4.782	Strongly Agree

Table 5 shows the responses on the dimensions under contact information. Among the dimensions, this one has the highest weighted mean, that respondents are strongly agree as the most important in webpage designing. Contact details shall be visible with 4.875. This is the first thing that travelers look into whenever they have questions and want someone from the destination to talk to. Next, other contact details aside from telephone and cellular phone must be available such as Facebook page, email, and others at 4.857. This can provide travelers myriad of options on where they can easily contact key personnel of these eco-tourism sites at their convenience. Key persons managing the ecotourism site should be available (e.g. name, designation,

years active) at 4.750 while the directory of all travel agencies offering a tour within the ecotourism site and including frequently asked questions (FQA's) regarding the ecotourism site both have a weighted mean of 4.714.

Table 6 Maintenance Availability

Maintenance Availability Dimension	WM	VI
1. Routinely update website security patches, software, and plugins.	4.839	Strongly Agree
2. There should be an advisory whenever the traffic for site usage is high.	4.786	Strongly Agree
3. Regular updates shall be made if there is a change in the information.	4.714	Strongly Agree
4. Immediate update on the destination if the new attraction is available.	4.714	Strongly Agree
5. Early announcement when the webpage is under maintenance.	4.714	Strongly Agree
	4.754	Strongly Agree

Table 6 presents the maintenance availability dimension. As seen, respondents strongly agree on the following with a 4.754 average weighted mean: Routinely update website security patches, software, and plugins at 4.839; and there should be an advisory whenever the traffic for site usage is high at 4.786. Furthermore, there should be a regular update shall be made if there is a change in the information, an immediate update on the destination if the new attraction is available, and an early announcement when the webpage is under maintenance, all landed in the weighted mean of 4.714. Maintenance will keep your website running at peak performance, minimize or remove any security vulnerabilities, and ensure that your visitors find all the information they need. Website maintenance is essential for all businesses, regardless of size or business sector. It doesn't matter if your business is a nonprofit, if you sell handcrafted items through an online store, offer professional services in a "bricks and mortar" location, or provide a subscription or membership style service that allows users to create accounts. Because we live and work in a digital world, websites become the "face" of

your brand or company. When you commit to routine website maintenance, you're investing in the best possible customer experience, while providing a safe and secure environment for business transactions (roadwarrior.com).

Table 7 Mobile Friendly

Mobile-Friendly Dimension	WM	VI
1. It works smoothly regardless of the device being used.	4.750	Strongly Agree
2. Available on all kinds of smartphones and tablets.	4.732	Strongly Agree
3. The site adapts to the mobile device in an uncomplicated manner.	4.661	Strongly Agree
4. Mobile traffic should not be an issue when it comes to navigating the ecotourism site.	4.625	Strongly Agree
5. Design should be viewed interchangeably from desktop site to mobile site and vice-versa.	4.589	Strongly Agree
	4.671	Strongly Agree

The respondents' level of agreeableness in the dimensions of the webpage that it should be mobile-friendly is presented in Table 7. It works smoothly regardless of the device being used topping at 4.750 weighted means followed by a webpage must be available in all kinds of smartphones and tablets at a weighted mean of 4.732 both with the verbal interpretation of strongly agree. This coincides with the level of usability the webpage should be for it to be considered helpful to all tourists. With more and more visitors accessing a company website on mobile devices, it is important to make sure that all of your visitors have a positive experience, regardless of what type of device they're using to get there. If your website takes too long to download or is not easy to use on a mobile device, they may move along to a competitor. Having a mobile-friendly website brings with it several key advantages, including improved search visibility, improved user experience, increased lead generation, and improved brand identity. Generally speaking, a mobile-friendly website is a site that is designed to display properly on smaller screens, such as iPhone or Android smartphones, or intermediate-sized tablets (hswsolutions.com, 2020).

Over-all Dimensions

Responses clearly stated that contact information is the most important information in designing a webpage for an ecotourism destination. The website contact details of offices and other industry key players shall be visible. Other contact details aside from telephone and cellular phone must be available such as Facebook page, email, and others. Key persons managing the ecotourism site should be available such as name with designation, years active, and others. A directory of all travel agencies offering a tour within the ecotourism site shall be included on the webpage also and include frequently asked questions (FAQs) regarding the ecotourism site. Good communication is one of the key factors why tourists want to travel. This means that upon visiting a particular destination, travelers are still seeking guidance from all of the available information they can gather. As such, the help of key personnel in delivering accurate and complete information about the destinations is very much relevant to their travel needs and requirements.

Implications

The developed webpage of ecotourism destinations in Quezon province, which was based on the needs of eco-tourists and travelers, has a significant effect on the tourism economic growth of the whole province. Because of these identified ecotourism sites, the webpage will serve as a tool for the promotion of tourism destinations and contribute to an increase in tourist arrivals in the area. This is particularly notable to tourists who are using web pages as their guide in searching for tourist sites within the province. Because of the spread of the coronavirus pandemic, it is essential to have an online presence. The trend today is to be visible in the world of technology and digitalization. Destinations that aren't visually present should tend to not be competitive in the traveling market. This is because they do not portray a strong branding activity. Destination branding is a key influencer of tourist choice behavior and it has a crucial impact on the perceived image of the destination (Crockett, S. R., and Wood, L. J., 2004 pp. 185-206). According to

the research and statistics of Tourism Economics, focusing on the European tourism industry, more and more tourists gather information about travel destinations online, even choose a destination, and book their travels online. Therefore, if a destination is not present online or has a rather poor online presence and is less visible, it might lose a significant number of potential tourists (Tourism Economics, Inc., 2013).

In terms of the dimensions in creating a webpage design, there is a variety of areas considered in the study. First and foremost, we underlined the way sites are being used. Usability should be easy and user-friendly so that the users who visit the page or site will not leave right away. As such, users will not be able to enjoy navigating the site if they find it difficult to look for the needed information in an ecotourism destination. This has a huge impact and consequence on the success of the webpage created. Secondly, sites should be tested on how fast and quick they load and provide information. Speed is necessary for navigation on the site. It is said that the faster the website provides information, the better user experience it gives to its audience. With at least a 2 to 3-second waiting time, speed can contribute to the easier navigation of the website created. Thirdly, we evaluated the overall visual appearance of the site. Aesthetic and visual appearance is very important as users navigate the site. The online platform created should have a pleasing virtual appearance so that all of the information included will be presented in a manner that is conducive to the end users. The fourth will be the content. The site must provide legitimate, authentic, and correct information about each ecotourism destination. End users will rely on the available information provided by the site. As such, the researchers were able to collect information that come from sources. It is guaranteed that all information seen on the site is updated and with honest evaluation. Fifth, a website is not complete if it doesn't provide any contact details. Since this is a tool for promotion, the researchers made sure to include the right and available contact details of each identified

ecotourism site and/or destination. Sixth, as a site, it is inevitable to experience system glitches and errors, this is why the researchers take into consideration the maintenance of the site. There will be a regular update of the site as well as the information included in each destination. In this way, we will be able to maintain up-to-date information. We can share real-time updates and news about the identified ecotourism destinations in the province. Lastly, we also take into consideration the usage of the site either on desktop or mobile devices. To make sure it is functional, the site can be used in both modes. This in turn will increase the holistic navigation experience of the end users. If the users can use it on any device, this only means that the site created is practical, helpful, and beneficial to all users in any way possible.

CONCLUSIONS

The respondents are mostly female, single, twenty years and below in age, and current students and young millennials, a generation that is completely redefining what adventure means and are looking at the world through a more global perspective. Their earning potential is likely to be a strong driver for the tourism sector. The Philippines is blessed with natural attractions, it can be noted that the majority of the places visited by travelers are in a natural state; they are not man-made. Even if they are man-made, it still coincides with nature. These God-made attractions are abundant in Quezon Province.

As featured by several Bloggers and websites Quezon Province is now a premium ecotourism site in the Philippines. Although it is very much accessible from Metro Manila, much of the province's vast and varied landscapes remain unexplored. These are home to fascinating ecological wonders that will make up for a lifelong thrill and adventure. Sure, there are well-documented tourism destinations in Quezon. But in its remote areas, one can find countless beaches, waterfalls, caves, and thriving forest ecosystems.

These ecotourism destinations are accessible to several modes of transportation available to cater to the visitors' needs where visitors could rent in the move from one area to

another tourist site. Boats are needed especially in destinations that need water transfer and island hopping. They are also available for visitors to rent when moving from one place to another within and outside the ecotourism destinations. Regardless of the star rating garnered by the establishment, travelers chose to stay in an accommodation facility they are familiar with. When it comes to a dining facility, respondents revealed that they preferred to visit the available restaurant in the destination. Aside from visiting the main attraction in the destination, travelers tend to pay respect to their Christian faith by visiting churches. Some of the tourist destinations have their own do's and don'ts guidelines for visitors before a pandemic, and all of them have one at the time of pandemic as ordered by IATF, DOT, and DENR as a prerequisite for accepting tourists and travelers.

Webpage must include the elements of usability, speed, aesthetics, content, contact information, maintenance availability, and is mobile-friendly. The webpage contact details of offices and other industry key players shall be visible. Good communication is one of the key factors why tourists want to travel. This means that upon visiting a particular destination, travelers are still seeking guidance from all the available information they can gather. As such, the help of key personnel in delivering accurate and complete information about the destinations is very much relevant to their travel needs and requirements. Other contact details aside from telephone and cellular phone must be available such as Facebook page, email, and others. Key persons managing the ecotourism site should be available such as name with designation, years active, and others. A directory of all travel agencies offering a tour within the ecotourism site shall be included on the webpage also and include frequently asked questions (FAQs) regarding the ecotourism site. Overall usability should be easy and user-friendly, and the page must offer simple and clear navigation options for its users.

Website maintenance is essential for all businesses, regardless of size or business sector. It doesn't matter if your business is a nonprofit, if you sell handcrafted items through an online

store, offer professional services in a "bricks and mortar" location, or provide a subscription or membership style service that allows users to create accounts. Content provides information and this information can be used to educate search engines about your website. With more and more visitors accessing a company website on mobile devices, it is important to make sure that all your visitors have a positive experience, regardless of what type of device they're using to get there. Having a mobile-friendly website brings with it several key advantages, including improved search visibility, improved user experience, increased lead generation, and improved brand identity.

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